

MEDIA CAMPAIGN INFORMATION

Date	Media Budget
State Agency	Creative Agency
State Agency Contact	Creative Agency Contact
Phone	Phone
E-Mail	E-Mail
Campaign	Flight Dates

- ☐ **RADIO** Length of Spot:
- ☐ **TV** Length of Spot:
- ☐ **OUTDOOR** Size:
- ☐ **NEWSPAPER** Size: # of Colors:
- ☐ **MAGAZINE** Size: # of Colors:
- ☐ **OTHER** Length/Size: # of Colors:

PRIMARY TARGETS

Demographic	
Psychographics	

SECONDARY TARGETS

Demographic	
Psychographics	

CAMPAIGN OBJECTIVES

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COMMENTS/SPECIAL INSTRUCTIONS

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SPECIAL NOTE: Please return this completed form to Stephanie Genrich at sgenrich@gov.in.gov – Phone 232-1012